

Boosting customer acquisition and wallet share with a multi-channel gift registry



Highlights

- ***Provides a single, cross-channel solution for the multi-channel retailer***
- ***Helps attract new customers and expands market reach***
- ***Increases loyalty and share of wallet from existing customers***
- ***Improves customer satisfaction and reduces returns by ensuring the right gifts are purchased the first time; without duplication***

Boosting customer acquisition and retention through gift registry

The gifting market—buying gifts for friends and family—represents a significant percentage of consumers' annual spending. The majority of this spending centers on holidays and key life events, such as weddings, birthdays and showers. This market offers a huge opportunity for retailers to not only increase wallet share from existing customers, but to also gain new customers by connecting friends and family during these life events.

In an effort to capture a greater share of this opportunity, leading retailers are using multi-channel gift registry solutions as a tool for boosting customer-acquisition and building long-term customer loyalty. Multi-channel gift registries are particularly appealing to retailers who sell through multiple channels, as cross-channel shoppers tend to be more affluent than the mainstream and spend up to four times more on gifts than single channel shoppers.¹ And with the increasing prevalence of convenient online gift registries, retailers who are behind the curve on this trend may be losing wallet share from existing customers, while also missing new revenue opportunities by losing a share of gift givers to competitors.

A true multi-channel gift registry allows the retailer to deliver the rich, smooth cross-channel shopping experience that consumers have come to expect, regardless of touchpoint. A single-channel gift registry, by contrast, can lead to a frustrating customer experience when, for example, gift recipients create a registry in-store, only to find that they cannot share their gift preferences with out-of-town friends and family via the Web.

Providing a positive experience to both gift givers and gift recipients can result in increased customer acquisition and reinforces retention and loyalty.

The IBM Multi-Channel Gift Registry solution

At IBM, our vision of a multi-channel gift registry is one that expands to reach dispersed networks of friends and family by providing real-time access to manage or retrieve gift registries regardless of channel or touchpoint. IBM has created a comprehensive solution that provides retailers with a full-featured multi-channel gift registry that enables them to develop new –and strengthen existing –customer relationships by connecting friends and family during key life events.

This solution, built on a flexible, multi-channel platform, allows retailers to deploy a gift registry solution in one channel or across many touchpoints, including the Web, call center, point-of-sale, kiosks and in-store, hand-held wireless devices such as scanners or PDAs.

By providing a common repository of gift registry information and transactions for all channels, the solution can help eliminate data inconsistencies and duplicate orders. IBM's Multi-Channel Gift Registry solution also incorporates capabilities beyond traditional gift registry applications, including sophisticated marketing and promotions, cross-sells and up-sells, advanced personalization and much more. In addition to deploying a best-in-class, multi-channel gift registry solution, the underlying multi-channel platform can be expanded and leveraged to power other touchpoints such as endless aisle kiosks and Web sites.

The advanced capabilities of IBM's gift registry are only part of the total solution. IBM's team of professionals, drawing on deep retail industry knowledge and expertise gained from thousands of engagements worldwide, can provide a complete end-to-end solution including strategy, solution and user interface design, business process definition, implementation, and integration services. The solution can be deployed in-house, or hosted by IBM.

For more information

Learn how IBM can help you create and implement a true multi-channel gift registry. Contact your IBM representative, or visit us on the Web at:

ibm.com/retail/multichannel



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¹ "The Web's Impact on In-Store Sales: U.S. Cross-Channel Sales Forecast, 2006 To 2012," Forrester Research, 2007.